MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MIM7413 – INTERACTIVE INSTRUCTIONAL MULTIMEDIA DEVELOPMENT

(All sections / Groups)

14 OCTOBER 2016
5.00 p.m. – 7.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 5 pages including cover page with 4 Questions only.
2. Answer the **COMPULSORY** question in Part A. Answer **TWO** out of **THREE** questions in Part B. The distribution of the marks for each question is given.
3. Please print all your answers in the answer Booklet provided.

Part A: Compulsory Question

QUESTION A1 (20%)

You were given a project on developing an interactive instructional multimedia application from the conception phase to the final product. There are four main processes involved which are listed as follows.

Four primary phases of multimedia production:-

Phase 1 --- PLANNING and COSTING
Phase 2— DESIGN and PROTOTYPING
Phase 3 – DEVELOPMENT and TESTING
Phase 4 – DELIVERY

a) Based on your experience, explain in detailed the key components or processes of each phase.

(14 marks; each phase is 4 marks, except Phase 4 - is 2 marks)

b) The 'Development' phase of interactive multimedia application requires the use of an authoring tool such as Adobe Animate CC, Articulate Storyline, Adobe Captivate, etc. Adobe Animate CC evolves from the popular rich interactive and animation tool, namely Adobe Flash Professional.

i) Explain two main features (or strengths) of Adobe Animate CC, and
ii) Provide your opinions about the current multimedia authoring tools in the market.

(6 marks)

Continued ...

Part B – Short Answers (20%)
Answer TWO out of THREE questions only. Each question is 10%.

QUESTION B1 (10 marks)

The current trend of e-learning technologies, multimedia technologies and contents such as audio and video, animation and graphic are promiment and widely used. There are some basic principles to guide the design of multimedia for instructional purposes. Jack Koumi (2005, 2006) who has vast experiences in multimedia design for instruction shared his experiences and guiding principles with younger designers and producers.

(references: Koumi, J. (2006). Designing Video and Multimedia for Open and Flexible Learning. Oxon: Routledge. Design principles for pedagogic multimedia (more practical) by Koumi http://www.jackkoumi.co.uk/pedagogic-multimedia-design.pdf)

a) Koumi promotes the use of video media because of its advantages. Explain three advantages of video media in educational setting. (6 marks)

b) Koumi stressed on these areas of pedagogic design, namely:
i) Use of language (the length of sentences, tone of speech, type of words used)
ii) Layout and build-up of the screen (layout characteriestic of different multimedia elements)

Explain the design guidelines of these two areas based on the hints given in brackets (4 marks; each area is 2 marks)

QUESTION B2 (10 marks)

The initial stage of multimedia production requires a proposal or ideation, and also a presentation to the prospect buyers or sponsors.

a) Your group was given a proposal template for your interactive multimedia project. Explain five (5) basic components when writing a project proposal for an interactive multimedia title.

b) In your proposal presentation, you refer to some tips of pitching so that you can deliver a good presentation to your potential 'buyers/sponsors' / lecturers. Explain any 5 tips of pitching by Leah Hoyer in her recent talk in Kreatif Conference 2016, that you can adopt in your presention. (5 marks)

Continued ...

Question B3 (10 marks)

Figure 1 shows an interactive application created by using Adobe Animate CC for HTML5 supported browser across different platforms. It is a simple animation, entitled "Man with a Golf Stick", with a character ready to hit a golf ball. Once the button is clicked and released, the golf stick will be swung to hit the ball, and the ball will be bounced out from the screen / canvas.

The authoring environment and panels are shown in Figure 2 with multiple panels of functionality available in Adobe Animate CC.

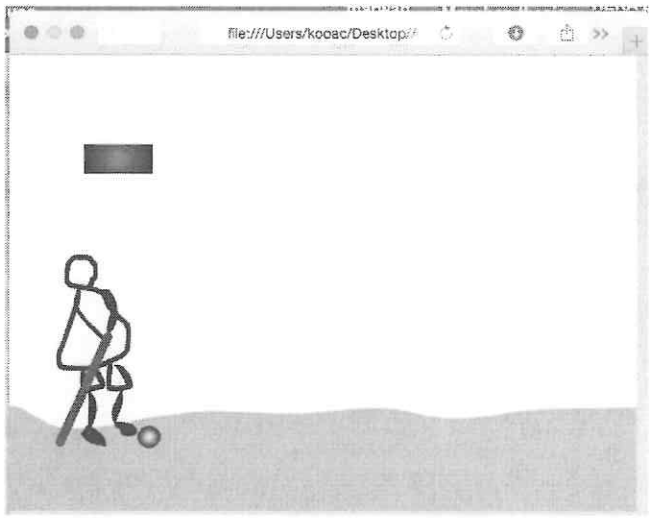

Figure 1: A sample of interactive multimedia application ("Man with a Golf Stick") displayed in a browser window

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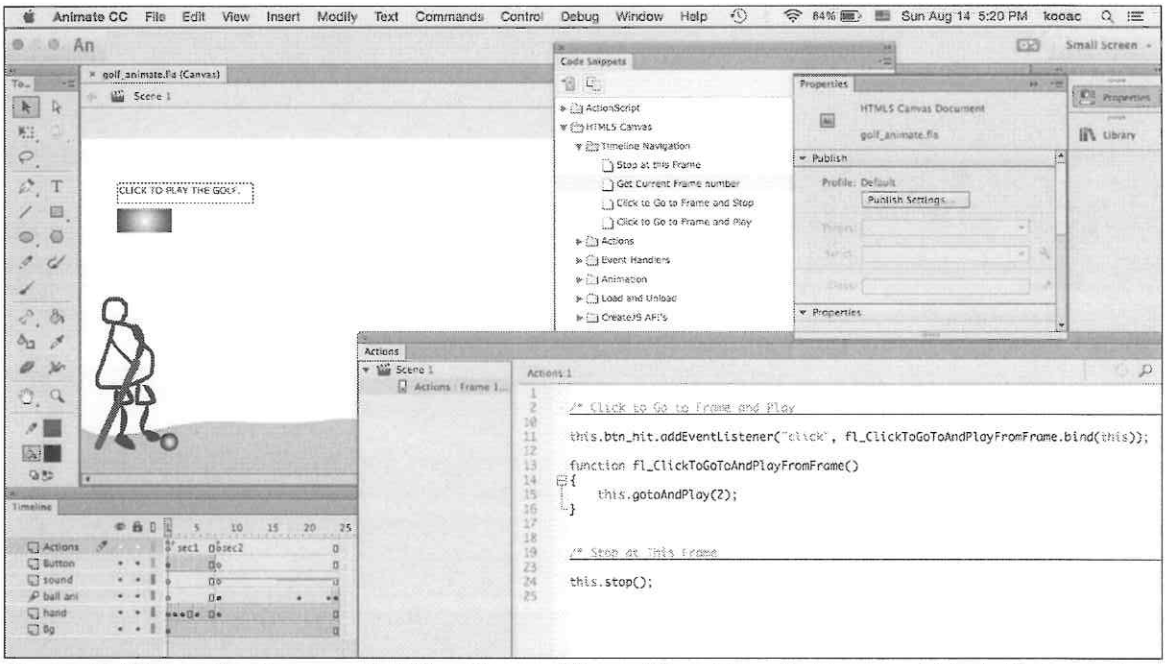

Figure 2: The authoring panels (The Canvas/Stage, Timeline, Actions and Code Snippets) and environment of Adobe Animate CC

a) Explain the functions of each of the following window panel. Elaborate it according to the simple interactive application shown in Figure 1 (ie "Man with a Golf Stick").

i) Timeline panel and its layers (3 marks)
ii) Action window, and explain how do the codes work (Note: the codes are applied to Frame 1) (3 marks)
iii) Code Snippets especially the library for 'HTML5 Canvas' (2 marks)

b) In the 'Code Snippets' window under 'HTML5 Canvas', the final code library is CreateJS API's, which you can use it to draw graphics elements and create tweens for movieClips. Explain what is API, and createJS (2 marks).

End of Paper